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Petunia Experts and Specialists

WHOLESALE PRICE LIST

LARGE GROWERS
of SMALL SEEDS

Petunias
Our Specialty

SEEDS GROWN ON
CONTRACT FOR
FALL DELIVERY

Theodosia B. Shepherd Company
VENTURA, CALIFORNIA, U. S. A.
W. H. FRANCIS, *Manager*

Petunia Experts and Specialists

TO THE TRADE:

We take pleasure in presenting our new list to the trade. Our increasing business and many complimentary letters received convince us that our efforts to produce the finest strains of Petunias in existence have met with success. In our twenty years' experience in growing fine Petunias, we have never offered strains of such wonderful beauty. Not only have we increased the range of color but improved the habit of growth. Only fully matured seed is picked and this being done by hand insures the highest possible percentage of germination. We claim for our strains the greatest variety of color, finest texture and largest size. Our new offerings this season include Giant double white fringed, Giant single steel blue, Giant single rose, Romany Lass and Carnation flowered double. Representatives of seedsmen who visit California should pay us a visit and see what we are doing.

THEODOSIA B. SHEPHERD CO.

W. H. FRANCIS, Manager **VENTURA, CALIF., U. S. A.**

POLLENIZING PETUNIAS

Double Petunias

We take great pride in offering our double Petunias. They have never been surpassed in beauty, size, form or color, if ever equaled. Selection in crossing every flower was made with the greatest care and thought, and the results are a surprise even to ourselves.

It would be impossible to describe at length the many varieties in form and color. Pink, snowy white, violet, lavender, mauve, crimson, plain and shaded with variegations in all these shades innumerable.

Many of the flowers measure 5 inches across, none less than 3. They are fluted, frilled, ruffled and pinked. The combinations of color are exceedingly strange and beautiful.

Our Double Seed Producing Petunias

Peony Flowered (see cut on page 4)

Will without doubt revolutionize the growing of double Petunias as the strain produces 75 per cent. of very large double flowers in all colors. Delicate texture—and highest percentage of germination.

Flowers well set on plant. The finest strain in existence. 1,000 seeds, $2.00; 10,000 seeds, $15.00.

Larger quantities, prices on application.

"Marvelous" Double Petunias

Similar to the preceding, but with fewer of the very large peony flowered type. 1,000 seeds, $1.00; 10,000 seeds, $8.00; 1-16th oz., $10.00.

Larger quantities, prices on application.

New Giant Double White "Madonna"

Peony Flowered

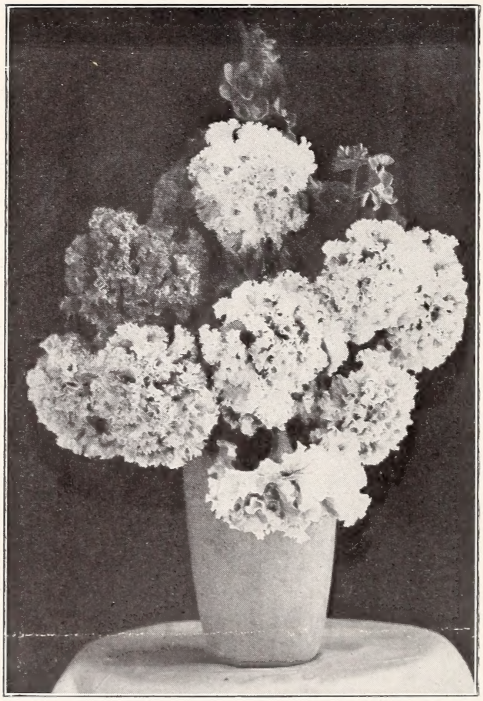
Gives a large percentage of pure white, deeply fluted flowers. A fine florist's flower; comes remarkably true.

1,000 seeds, $2.00; 10,000 seeds, $15.00; 1-16th ounce, $20.00.

New "Carnation" or Small Flowered Double

This charming plant will find immediate favor with both florist and gardener. Erect habit; free blooming, fluted flowers of all shades, pink predominating. Fine for potting and for the mixed border.

1,000 seeds, $1.00; 10,000 seeds, $8.00; 1-16th ounce, $10.00.



PEONY FLOWERED DOUBLED PETUNIAS

Single Petunias

GIANTS OF CALIFORNIA—The "Giants of California" bear gigantic flowers often five or more inches in diameter, of an astonishing variety of colors. They embrace every conceivable shade of crimson, pink, lavender, yellow, black, pure white, etc. One of the chief points of excellence is the deep throat and diversity of veining in the throat. Many of the flowers have a clear yellow throat, while others have a pure velvety black one, so deep that it seems to show no veining; many are deeply lined and netted, on a white, pink or lavender ground. Flowers are beautifully ruffled and frilled. 1,000 seeds, 40c; 1-16 oz., $1.50; 1 oz., $18.00. Special prices on quantities. See cut on page 6.

GIANTS OF CALIFORNIA—"Good Venture" Mixture. Saved from special plants. 75c per 1,000 seeds; $5.00 per 1-8 oz.

FRINGED HYBRIDA—A lovely Petunia with charming fringed flowers of exquisite forms and beautiful colors. Though not as large as the Giants, they are equally beautiful. Splendid mixed ⅛ oz., $1.75; 1 oz., $12.00.

"FLUFFY RUFFLES" The most delicately ruffled and fringed of all our Petunias; slightly smaller than the Giants, but more ruffled. Mixed colors. 1,000 seeds, 50 cts.; 1-16 oz., $2.00; 1 oz., $25.00.

See cut on page 8.

Single Petunias in Separate Colors

NEW SINGLE PETUNIA, "TRIUMPH"—This Petunia is well named, for it is a triumph of the breeder's skill. Large flowers, beautifully ruffled, of a clear, bright pink. A fine bedder and a free bloomer. 1,000 seeds, 50 cts.; 1-16 oz., $3.00.

GIANT WHITE—Unrivaled for beauty of texture and size. Has glistening satiny texture and yellow throat. 1-8 oz., $4.00; 1,000 seeds, 50c.

GIANT STEEL BLUE—Ruffled, veined black. 1,000 seeds, 50c; 1-8 oz., $5.00.

GIANT ROSE—Ruffled, veined black. 1,000 seeds, 50c; ⅛ oz., $5.00.

ROMANY LASS—One of the finest introductions of recent years. Large flowers of "Fluffy Ruffles" type. Color, a clear bright crimson (Hoosier Beauty shade). Throat purple, striped with black. 1,000 seeds, 75c; 1-8 oz., $6.00.

GIANT COPPER RED (Introduced by VAUGHAN)—Giant type, ruffled, distinct and beautiful. Color terra cotta rose, with bronze or black throat. Stock limited. 1,000 seeds, $1.00; 10,000 seeds, $8.00.

GIANTS OF CALIFORNIA PETUNIA

GENERAL COLLECTION OF SEEDS

AGATHEA—COELESTIS, or Blue Daisy—75c per oz.; ¼ lb., $2.50.

ASPARAGUS SPRENGERII—Oz., 35c; 10 lbs., $35.00.

BEGONIA, Semperflorens—Splendid mixed. ⅛ oz., 75c; oz., $4.00.

CALLIOPSIS, Lanceolata Grandiflora—"Giant California Sunbeams." Oz., 30c.; lb., $2.50.

CANNAS, Good Venture Mixture—We do not offer any cheap Canna seed, growing only the best standard, and novelties of which we offer the very best possible mixtures of large sorts, saved from splendid varieties. 85c per pound.

CHRYSANTHEMUMS—"California Fantasies." Perennial varieties, all sorts, splendid mixture. We make a specialty of Chrysanthemums and the seed offered is from a most beautiful collection. Packet, 50c; ⅛ oz., $1.25; oz., $8.00 net.

COBOEA SCANDENS—Pound, $2.00.

CYPERUS—Alternifolius or "Umbrella Grass." Packet, 25c; oz., $1.00.

GERANIUMS—Mrs. Shepherd's Grand Zonale "Good Venture" Mixture. We take especial pride in our Geraniums. Our collection embraces the cream of new Eastern varieties, and our own superb seedlings. The "Good Venture" flowers are large and round, some forming trusses 16 inches in diameter. Colors, scarlet, crimson, rose, pink, salmon, cream veined pink, blush and pure snowy white, and many new variegated types. A finer collection has never been offered. Packet, 50c; oz., $3.00.

Zonale—New large flowering, single; choice mixed. Oz., $1.50; lb., $20.00.

HELIOTROPE LEMOINES—Giant hybrids. Oz., $1.00; lb., $12.00.

New Climbing Heliotrope, "Royal Highness"

A magnificent new heliotrope of wonderful rapid growth, forming immense plants that spread and climb to the height of 10 or 12 feet. It has splendid large trusses of rich purple flowers and is a most profuse bloomer. As a covering for walls or bay windows or hedges, or as a pot plant, it is invaluable. $4.50 per oz.; ⅛ oz., 75c.

IPOMOEA, "Heavenly Blue"—Oz., 40c; lb., $3.00.

IPOMOEA, Double White Tassel—This is well named, as the delicately fringed petals make it unique among double flowers. Oz., 40c; lb., $2.50.

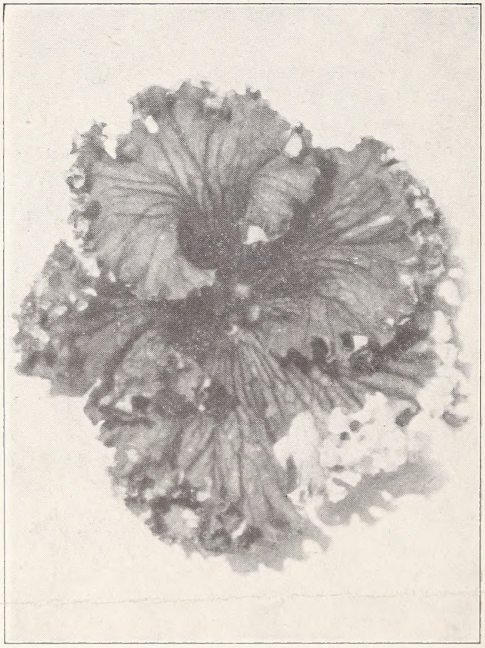
IPOMOEA, Double Blue Tassel and Double Pink Tassel—We are introducing these this season and no doubt will be a welcome addition to this class. Flowers are similar in form to the white. Dark Blue and Bright Pink. Per oz., 50c; lb., $5.00.

RHUBARB. "Crimson Winter"—(Selected Seed). Lb., $5.00; 5 lbs., $20.00.

ROSA, Polyantha Plena—"Little Midget" or Baby Rose. Mixed, Dwarf. Makes a fine border especially for Rose bulbs. Fine for pot plants. Comes in double, semi-double and single. Colors, white, blush, pink and red. Oz., $1.00; lb., $15.00.

SHASTA DAISY—Improved. Oz., $1.75.

NERINE Sarniensis—$8.00 per 100.



FLUFFY RUFFLES PETUNIA